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INFO AMEMBASSY ABU DHABI PRIORITY

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TAGS:BEXP,LE,EG

SUBJ: NATIONAL MACHINE TOOL BUILDERS' ASSOCIATION (NMTBA)

IOGA TRADE MISSION

REF: 10 FAM 975.2

1. NATIONAL MACHINE TOOL BUILDERS ASSOCIATION (NMTBA), ONE OF AMERICA'S MOST PRESTIGIOUS TRADES ASSOCIATIONS HAS ACHIEVED A NOTABLE RECORD OF COOPERATION WITH OUR TRADE PROMOTION EFFORTS DURING THE PAST SEVERAL YEARS.

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WM SPECIFICALLY, RESULTS OF THE ASSOCIATION'S IOGA TRADE

MISSION ACTIVITIES DURING THE PAST TO CERTAIN SELECTED AREAS OF THE WORLD HAVE BEEN MOST GRATIFYING TO THE ASSOCIATION AND TO PARTICIPATING MEMBERS. THE ASSOCIATION IS NOW IN THE PROCESS OF LAYING THE GROUNDWORK FOR AN INCREASED EXPANSION OF ITS OPERATIONS INTO OTHER VIABLE AREAS OF THE WORLD. AMONG THE PRIORITY AREAS ARE THE ARAB COUNTRIES OF THE MIDDLE EAST AND AREAS ADJACENT TO THOSE OF THE ARAB PENINSULA. IN A MEETING THIS WEEK (JUNE 24) OFFICIALS OF THE ASSOCIATION EXPRESSED STRONG INTEREST IN ORGANIZING A SERIES OF IOGA MISSIONS DURING CY-75 TO SEVERAL ARAB COUNTRIES IN THE MIDDLE EAST, EGYPT.

3. PRELIMINARY, FIRST PRIORITY HAS BEEN GIVEN TO SCHEDULING THE INITIAL TRADE MISSION TO EGYPT, LEBANON, 84-1 PROBABLY MID OR LATE JANUARY 1975, TO BE FOLLOWED LATER BY A SIMILAR TRADE MISSION TO SAUDI ARABIA, KUWAIT, SYRIA. TO THE EXTENT POSSIBLE, DEPENDING ON LOGISTICS OF TRAVEL, SALES POTENTIAL, POST SUPPORT AVAILABILITY, RECEPTIVITY OF THE FOREIGN BUSINESS COMMUNITY, ADDITIONAL MISSIONS MAY BE CONSIDERED FOR BAHRAIN, UAE (DUBAI AND ABU DHABI), QATAR. SINCE THE MISSION IS PROGRAMMED FOR A TWO WEEK PERIOD, IT MAY BE POSSIBLE TO INCLUDE ONE OR TWO OF THE LATTER COUNTRIES WITH THE AREAS TO BE VISITED ON THE REGULARLY SCHEDULED MISSION.

4. BASICALLY, THE OBJECTIVE OF THE PARTICIPATING FIRMS ON THESE PROPOSED MISSIONS IS THAT OF ESTABLISHING MEANINGFUL CONTRACTS WITH PARTICULAR EMPHASIS ON THE LONG RANGE POSSIBILITIES. PAST EXPERIENCE WITH MEMBER FIRMS, PROVIDES EVERY ASSURANCE THAT THE CALIBER OF INDIVIDUAL REPRESENTATION ON THE PROPOSED MISSION WILL BE COMPRISED OF TOP CORPORATE LEVEL PERSONNEL WHO WILL BE FULLY EQUIPPED TO PROVIDE NEEDED TECHNICAL INFORMATION. SINCE THESE REPRESENTATIVES ARE AT A DECISION MAKING LEVEL IN THEIR COMPANIES, THEY WILL ALSO BE IN A POSITION TO PROVIDE ON THE SPOT COMMERCIAL INFORMATION. OBVIOUSLY, THE AMERICAN FIRMS ARE WELL EQUIPPED TO EVALUATE THE EXISTING STATE OF THE ART AND TO PROVIDE TECHNICAL ADVICE AND GUIDANCE RELATIVE TO MODERNIZED OPERATIONS. POSTS, DURING THEIR DISCUSSIONS WITH APPROPRIATE MINISTRIES, OTHER

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ORGANIZATIONS, SHOULD EMPHASIZE THE FACT THAT THE U.S. COMPANIES WILL BE PERFECTLY AGREEABLE TO THAT OF PROVIDING WHATEVER ASSISTANCE THEY CAN TO ENSURE THE ECONOMIC DEVELOPMENT OF THE HOST COUNTRIES.

5. TO SUM UP, THE OBJECTIVES OF THE MISSION ARE LONG RANGE ALTHOUGH THE POSSIBILITIES OF IMMEDIATE SALES OR SALES WITHIN THE NEAR FUTURE SHOULD NOT BE OVERLOOKED.

6. MISSION PROPOSED FOR JANUARY WILL BE COMPRISED OF 10 TO 12 U.S. MANUFACTURERS OF MACHINE TOOLS AND WILL INCLUDE SUCH EQUIPMENT AS MACHINES FOR MILLING, GRINDING, TURNING, BORING, DRILLING, GEAR MANUFACTURE, MECHNAICAL AND HYDRAULIC PRESSES, MULTIPLE SPINDLE AUTOMATICS, TRANSFER, ABRASIVES, OTHER TYPES OF MACHINE TOOLS AND MEASURING EQUIPMENT.

7. MUCH OF THE ABOVE EQUIPMENT IS APPLICABLE TO REPAIR, 34;8:3, MAINTENANCE EXISTING FACILITIES.

8. THE ASSICIATION WISHES POST BRIEFINGS, ASSISTANCE IN ARRANGING RECEPTIONS, APPOINTMENTS WITH APPROPRIATE REPRESENTATIVES OF GOVERNMENTS, PARTICULARLY WITH KEY MINISTRIES, INDUSTRY. ASSOCIATION WILL KEEP REQUESTS FOR ASSISTANCE TO MINIMUM AND IS PREPARED TO FINANCE EMPLOYMENT SUPPORT PERSONNEL AS REQUIRED.

9. MR. JACK CONNOR, INTERNATIONAL TRADE DIRECTOR, NMTBA PLANS TO VISIT EGYPT, LEBANON, IRAQ TO UNDERTAKE THE PRELIMINARY ADVANCE WORK DURING THE PEERIOD JULY 24 THRU AUGUST 15, 1974.

10. IT IS RECOGNIZED THAT THIS TIME PERIOD MAY NOT BE THE MOST APPROPRIATE BUT BECAUSE OF THE HEAVY SCHEDULE OF ASSOCIATION ACTIVITIES DURING THE FALL AND EARLY WINTER PERIOD, THIS APPEARS TO BE THE ONLY TIME AVAILABLE FOR CONNOR'S VISIT. CONNOR WILL ALSO SERVE AS MISSION DIRECTOR DURING THE VISIT.

11. POSTS ARE REQUESTED TO REPLY IMMEDIATELY TO ASSOCIATION PROPOSAL SPECIFICALLY WITH RESPECT TO APPROPRIATENESS OF UNCLASSIFIED

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PRODUCT CATEGORIES, OVERALL ASSOCIATION OBJECTIVES, PROPOSED TIME FRAME OF MISSION, SELECTION OF COUNTRIES. POSTS COMMENTS RE PRODUCTIVITY CONNOR PROPOSED VISIT DURING JULY/AUGUST PERIOD REQUESTED.

12. WE WOULD APPRECIATE POSTS PROVIDING MR. CONNOR ALL POSSIBLE ASSISTANCE, OTHER COURTESIES DURING HIS VISIT.

13. MOST RECENT NATIONAL MACHINE TOOL BUILDERS' ASSOCIATION DIRECTORIES ARE BEING FORWARDED TO EACH POST UNDER SEPARATE COVER. SISCO

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